



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**ALCA BRIDAL GROUP**

**PREPARED BY :**

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**DIPLOMA IN ART AND DESIGN ( AD118 )**

## TABLE OF CONTENT

BIL	CONTENT	PAGE
1	Executive Summary	1-2
2	Acknowledgement	3
3	Submission Letter	4-5
4	Partnership Agreement	6-8
5	Introduction of Company	10
	-Name of Company	10
	-Company's Motto	10
	-Company Logo	11
	-Nature of company	12
	-Date of Business Commencement	12
	-Date of Registration company	12
	-Company background Summary	13
6	Shareholder's Background	
	-General Manager/Administration Manager	14
	-Marketing Manager	15
	-Operation Manager	16
	-Financial Manager	17
7	Location of Business	18
8	Factors of Selecting the proposal business	18
9	Future prospect of business	19
10	Purpose of business plan	19
11	Introduction of Marketing Plan	21
12	Marketing Objectives	22
13	Services description	23
14	Target Market	24
15	Market sizes	25-26
16	Marketing Competitors	27
17	Market shares	28-30
18	Sales Forecast	31-32
19	Marketing Strategies	33-37
20	Marketing budget	38
21	Introduction of Operation	40
	Objective of operation plan	41
	-Location	42
	-Facility	42
22	Hours of operation	43
23	Flow Chart services	45
24	Conventional Symbols	44
25	Production planning	46
26	Raw Materials	47
27	Machine and equipment	48

## **EXECUTIVE SUMMARY**

Our company name is ALCA Bridal Group. The business of our company has been decided on the form of partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is Photographers , Bridal Gown, Make-up, Hair Do, Bouquet, Car Décor and Wedding Card. All partners are encourage and entitled to participate in all business management.

We have agreed that AURELLA AK GIMA is the General Manager/ Administration Manager and the Marketing Manager is LINDA UBONG NGAU ENG. Another that, CYNTHIA CINDY AK BISA is the Operational Manager and ANNA AK BUHAN is the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the criteria of experience, skills and ability.

The management team will be lead by the General Manager and the other manager will help in other process. The task and responsibilities of a General Manager is responsible involve in the process of controlling, leading, organizing as well as plan the entire business.

The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies.

Meanwhile, the Operation Manager is responsible to the operation of the business as whole. The Operation Manager will supervise, coordinate and make sure the operation of the business is running smoothly.

The Administrative Manager will responsible in doing for all jobs relating to office administration business. This includes the process of selecting the staff, hiring staff, remuneration schedule of salary and wages and also planning the fringe benefits for the staff.



**SUBMISSION LETTER**

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6 December 2012

Dear Miss,

**RE : SUBMISSION OF BUSINESS PLAN**

As mentioned above, we hereby present our business plan of ALCA Bridal Group for reviewing and grading.

1. As a representative of our company ALCA Bridal Group, I would like to submit our business plan for your evaluation and further action. We would like to thank you for your exceedingly helpful insights and suggestions.

2. Our wholehearted thanks go to you, who makes our job easy, who guides and assists us in so many ways. Your help is a useful guide for us to complete this business

### INTRODUCTION

In Malaysia is no stranger to every branch of doing business in developed countries. It is comprehensive in the world, especially for wedding industry. The wedding industry continues to grow in terms of fashion in accordance with the concept that many of the great designers who prefer one to the needs of society as the either man or women want to look more attractive, beautiful and radiant in the wedding. All that is needed are also available from a variety of price, design, and also all the good qualities of the ordinary concepts.

For ALCA Bridal Group, we prepare for various wedding service, and a difference where we combine the concept of Asian in each design as the one in the bridal shop to another. ALCA Bridal Group also provides a wedding dress from a variety of sizes, colour matching and will definitely be a reasonable package.

### NAME OF COMPANY

Our company's name is ALCA Bridal Group , where we get the company name from the first letter from each of the partnership. Actually, it is come from our idea to create something new in our relation as a friend.

### COMPANY'S MOTTO

→ "To Spoil all Brides"